



## Data Privacy Webinar Overview

*(30-minute on-demand webinar)*

**Monday, March 25, 2024**

Available to view/download on release date

[Register Here](#)

Data privacy laws and regulations are being put in place around the world, yet very few in the financial industry have taken any action. The Consumer Financial Protection Bureau (CFPB) has begun to issue fines and penalties, yet most in the financial sector do not understand what data privacy is and how it is similar to and different from data security. This complimentary webinar will delve into the difference.

### **AFTER THIS WEBINAR YOU'LL BE ABLE TO:**

- Understand what data privacy is and how it impacts financial institutions
- Review several CFPB fines to understand the risks
- Distinguish between data security and data privacy
- Identify 16 privacy harms that can affect your institution
- Ascertain the areas of your information security program that can be repurposed for your data privacy program
- Explain the various roles and responsibilities of data privacy in a financial institution

### **WEBINAR DETAILS**

Data privacy is a hot topic in technology today as organizations wrestle with how to keep sensitive data private. The European Union and 15 additional countries have adopted comprehensive data privacy legislation, and over half of the states in the U.S. have passed or have proposed data privacy legislation.

The capacity of artificial intelligence is exploding, and banking is starting to take advantage of the technology, further compounding the cybersecurity and data privacy risks. Attend this complimentary webinar to learn what data privacy is, how it is different from data security, and what needs to be done in your financial institution to protect consumer data privacy interests.

### **WHO SHOULD ATTEND?**

This informative session will benefit leadership and technology staff. The president, CEO, COO, and other c-suite personnel should attend to understand this emerging issue and begin to plan for its impact. Security and technology staff will learn the issue from a technical and cyber perspective. Marketing and human resources staff should also attend to understand their role in data privacy protection.

### **TAKE-AWAY TOOLKIT**

- A one-page overview of data privacy and the 16 risks which need to be assessed
- PDF of slides and speaker's contact info for follow-up questions

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## **MEET THE PRESENTER**

### **Dr. Kevin Streff, B.B.A., M.B.A., Ph.D.**

Dr. Kevin Streff is the founder of several cyber startups and acquisitions, including American Security and Privacy, LLC, Secure Banking Solutions, LLC, and SBS Cybersecurity, LLC. His businesses have worked across all 50 states and internationally helping organizations comply with data protection legal and regulatory mandates, and planning and implementing sound information security and privacy strategies. Dr. Streff is an expert in the cybersecurity field and in what financial institutions should do to address this concern, and now he is providing the same national leadership role in the emerging field of data privacy.

For over 20 years, Dr. Streff was a professor & research lab director at Dakota State University, a national Center of Academic Excellence in cybersecurity. He speaks nationally and internationally on data security and privacy, and has been featured in *Money Magazine*, *CNN Online*, *The Wall Street Journal*, and other prominent outlets. His research is published in top academic journals and promoted at prestigious academic conferences. Dr. Streff has testified to Congress in field hearings as well as in Washington, DC to promote sound national policy on these critical issues.

## **ON-DEMAND WEBINAR REGISTRATION – WHAT YOU GET**

- Unlimited and shareable access to the recording within your agency, starting on the release date
- Available to view 24/7 on desktop, mobile & tablet devices
- Take-away toolkit
- Ability to download the webinar video and toolkit items
- Presenter's contact info for follow-up questions
- Access the webinar training from your User Portal

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